

## Tips for Producing High-Quality Video Content

- Please make this video approximately 1 minute long.
- **Create your video in landscape mode** (horizontal, wider than it is tall). Stand about 3 ft (equal to one meter) away from the camera and center yourself in the frame as best you can.
- **Whenever possible, steady the camera** so the video is not shaky. You can use a tripod, or set it on a table or chair propped up by books. If you hold the camera while recording, resting the elbow of the arm holding the device on a surface can help keep it steady. Experiment for best results.
- **Be mindful of background noise**, especially while people are speaking. If capturing your project in action, sounds of the project or community in action can be wonderful. Being closer to people speaking is better if there is background noise, the mic will capture the voice more clearly.
- **Adjust your lighting!** Better light produces much better quality video. It's best when the light or sun is behind the camera (so it shines on the face). The most important thing is to look at the image and framing before you shoot, or do a test, and see what angle and framing looks best.
- **Please include 3 seconds of pause at the start and end**, where you are on camera but not speaking, to help us create smooth transitions in our programming.
- **Connection, heart, and authenticity are key:** When speaking to the camera, try to make eye contact with the camera lens, not the screen, connection is powerful. Speaking from the heart is always powerful and compelling, and encourages support for your project and community. Share authentically from your heart and people will feel it.
- **Don't include any text or captions** in your video.
- **Refrain from having any recorded music playing** while you film.
- **Try not to film outdoors when there is much wind** - the mic will amplify the wind.
- **Your video can be shot on a phone, a tablet/iPad (using the camera app), a computer, or a digital camera.** If you're not sure which device to use, do a test video to see what produces the best results.

We are here and happy to help! For questions and further support to enhance your video, please reach out to Laurence Singer at [laurencesinger@gmail.com](mailto:laurencesinger@gmail.com).